

Department of Public Relations
Faculty Meeting Minutes
February 20, 2017

Members Present: Mary Ann Ferguson, Linda Hon, Kathleen Kelly, Spiro Kiouisis, Moon Lee, Rita Men, Mickey Nall, Deanna Pelfrey, Kay Tappan, John Wright.

Agenda Item: Public Relations Undergraduate Curriculum

After approval of the minutes for the January 23, 2017 faculty meeting, faculty members discussed various aspects of the undergraduate curriculum. One consensus conclusion is that we should strictly enforce sequencing that has students take PUR3801 Public Relations Strategy before taking PUR4100 PR Writing. Mickey Nall pointed out that the course is sequenced this way in the course catalog. Nicki Dankers suggested that there may be room in the curriculum to actually make Strategy and pre-requisite for Writing. Deanna pointed out that she is having to teach strategy in the writing course.

Much of the discussion then focused on the writing course and the fact that many students come to the course with less than acceptable writing skills. Deanna questioned whether the college has ever discussed requiring a basic grammar course prior to admission. Moon Lee said that the basic English course is supposed to teach these skills. Linda Hon suggested that some kind of remediation is needed. Faculty agreed that JOU3101 Reporting focuses heavily on AP Style. There was also agreement that faculty should look into what is taught in MMC2121.

Faculty members then exchanged thoughts about how public relations courses should be taught and what should be accomplished. There was some agreement that more emphasis was needed on case studies. Deanna suggested that PR Research should be taken before the International PR course. Nicki pointed out that we need to see what impact any curriculum sequencing changes would have on the certificate program. Deanna then discussed some challenges she has faced with the UFO program.

General consensus was reached on working to improve writing skills and that PUR3801 Public Relations Strategy should be taken before PUR4100 PR Writing. There was feeling expressed that the faculty should take a critical look at all course syllabi in an overall review of the curriculum, perhaps most appropriately when the new chair was on board.

The meeting was adjourned at 1:50 pm.